code and said unique ID are returned to said computer of the user in response to receiving said profile information.

REMARKS

Applicants have carefully reviewed the Office Action dated 6/5/01. Applicants have amended Claims 1, 2, 5, 10 and 11 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Regarding the rejection of Claims 1-18 under 35 U.S.C. Sec. 102(b) as being anticipated by U.S. Pat. No. 5,761,648 <u>Golden et al</u>. This rejection is respectfully traversed as follows. Claim 1 of Applicants' invention as amended reads, in part: "A method of tracking network activity of a user, comprising the steps of: implementing a profile application *on a computer of the user* disposed on a network *to track the network activity of the user*, the *profile application containing a unique ID* and having a barcode *distinct from the unique ID* associated therewith; . . ." (Emphasis added.)

In contrast, the "consumer software" disclosed in *Golden et al*. - see FIG. 4 - is limited to *sending* coupon files to a printer or an issuer database (Col. 5, lines 43-54), to *sending* coupon and profile information to issuer or service databases for processing or analysis (Col. 5, lines 9-14) and *updating* its own coupon and profile information databases (Co. 5, lines 60-63 and Col. 6, lines 1-5). The consumer software as disclosed in the cited reference does not include any tracking function as does the "profile application" recited in Applicants' Claim 1 as amended. Moreover, the identification data (a unique serial number) in *Golden et al*. is assigned by the service data base (external to the consumer PC); operating according to its own software (see FIG. 3 and Col. 5, lines 28-30) as contrasted with Applicants' invention which contains the unique ID in the profile application (the software on the user computer). For these reasons the quoted first step of Applicants' base Claim 1 as amended is neither disclosed nor suggested in *Golden et al*. and the Applicants therefor respectfully request the withdrawal of this rejection.
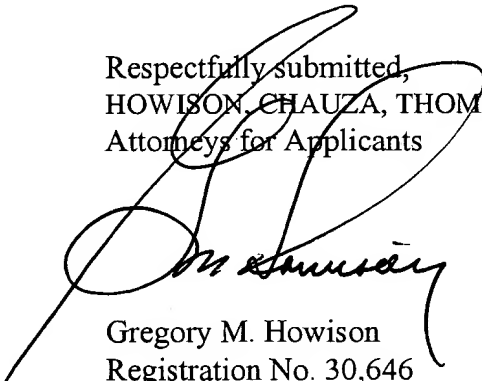
Regarding the dependent Claims 2-9, Applicants have reviewed the Examiner's remarks regarding Claims 2-9 and respectfully submits that these are now moot because Claims 2-9 are now ·believed to also be allowable as they depend from a base claim made allowable by amendment. Applicants respectfully request the withdrawal of this rejection and the allowance of Claims 2-9 along with Claim 1 as amended.

Regarding Claims 10-18, these system claims being similar to the method Claims 1-9, are rejected under the same reference and for the same arguments presented by the Examiner for method Claims 1-9. Accordingly Claim 10 is amended in a manner similar to Claim 1 and is therefore likewise believed allowable for the same reasons the Applicants presented hereinabove.

For the foregoing reasons the Applicants respectfully request the withdrawal of the rejection of Claims 1-18 and the full allowance thereof in their amended form.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,733 of HOWISON, CHAUZA, THOMA, HANDLEY & ARNOTT, L.L.P.

Respectfully submitted,
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October 18, 2001

AMENDMENT AND RESPONSE
S/N 09/382,424
Atty. Dkt. No. PHLY-24,733

1. (Amended) A method of tracking network activity of a user, comprising the steps of:

implementing a profile application on a computer of the user disposed on a network to track the network activity of the user, the profile application [having]containing a unique ID and having a bar code distinct from the unique ID associated therewith;

entering user information of the user into the profile application;

accessing a vendor server on the network by the user to view server information; and

logging with an activity log activities of the user while the user accesses the vendor server for server information.

2. (Amended) The method of Claim 1, wherein the profile information is transmitted to a registration server disposed on the network for storing, and the bar [cade]code and unique ID returned to the computer of the user in response to receiving the profile information.

5. (Amended) The method of Claims 1, wherein the profile application contains the unique ID and the bar code.

10. (Amended) A system for tracking network activity of a user, comprising;

a profile application implemented on a computer of the user disposed on a network to track the network activity of the user, said profile application [having]containing a unique ID and having a bar code associated therewith;

user information of the user entered into the profile application;

a vendor server on said network accessed by the user to view server

information; and

an activity log for logging activities of the user while the user accesses said vendor server for said server information.

11. (Amended) The system of Claim 10, wherein said profile information is transmitted to a registration server disposed on said network for storing, and said bar [cade]code and said unique ID are returned to said computer of the user in response to receiving said profile information.